

## About this pathway

The Open Call pathway is all about events and activities that are well thought-through, achievable, easy to organise and fun for all involved – and can run without a direct financial contribution from the festival. Activities in this category typically make use of existing resources, formats and platforms whilst giving them a 'Being Human festival twist' by focussing on humanities research and on the festival theme.

Activities of this kind typically form a large part of the festival programme and will be promoted equally with all of our other events, with organisers receiving the same support in terms of marketing, resources and advice.

If you have an idea for an activity which doesn't require additional funding (perhaps using institutional funding, resources from research grants, etc.), which fits the Being Human ethos and which might benefit from additional support and publicity, the Open Call pathway is the best way to get involved and make something happen for Being Human 2018.

## What support is on offer?

Being Human is committed to supporting everyone taking part in the festival. The festival team offer advice and guidance to organisers, and also make available resources and training to help give activities the best possible chance of success.

This includes:

- guides to promoting your event that contains marketing advice, as well as template press releases;
- 'best practice' [case studies](#) containing hints and tips to delivering successful festival activities;
- copies of Being Human print and digital materials geared towards promoting the national festival as a whole;
- templates that allow you to produce your own marketing materials (posters, banners, digital and power-point templates etc.);
- support from the central Being Human social media accounts;
- access to other marketing materials (e.g. banners and badges) to promote your activity.

Being Human organisers also have access to specially arranged training events, and may be invited to take part in centrally organised festival activities. We also have a 'Being Human Organisers' Facebook group which allows organisers to talk to each other directly.

## What formats are suitable?

Activities that run without direct funding from the festival typically make use of tried and tested formats that produce activities that are fun, impactful and easy to deliver.

Some examples might include:

- a special iteration of a recurring event (e.g. museum lates, off-campus talks or workshops);
- walks and tours;
- museum or gallery tours and object handling;
- film screenings with introductions;
- 'research in the pub' or pecha kucha style events;
- special public access to archaeology digs, heritage sites, etc;
- readings, talks, activities or performances in publically accessible places.

## Can I apply?

The Open Call pathway is open to anyone involved in, or with a connection to, humanities research. This includes, for example, universities, museums, archives, galleries, publishers, subject associations, societies, libraries and more. We're open to all applications and activities submitted through the Open Call pathway stand a good chance of being accepted into the festival programme. However, applications are still reviewed by the festival's selection panel to ensure that they fit Being Human's core criteria.

## What criteria are applications judged against?

To be included in the festival, projects put forward under this pathway must:

- demonstrate aspects of humanities research in ways that are entertaining, accessible and understandable for non-specialist audiences
- have direct involvement from a humanities researcher
- cost no more than £5 to attend
- be held during the festival dates
- fit the 2018 theme.

Open Call activities do not have to be free to attend, although this is very strongly encouraged wherever possible. Being Human is not able to coordinate payments for events via our central website, and we will not include any event in the Being Human programme with a ticket price of over £5.

## Should I apply?

The Open Call pathway is a great way to get involved in the Being Human festival if you have an idea or format that's good to go and fits in with the festival ethos. We'd love to hear from you!

The deadline for Open Call applications is in June. However, applications will also be accepted and reviewed if submitted for the earlier April deadline. See timeline below.

Please note that if an application for funding is made, and is unsuccessful, the festival team may ask whether it is possible for the activity to run in a less ambitious format on an unfunded basis.

**Further information about the festival and the level of support available in organising your activity is available in the [FAQs](#) section of our website.**

## About this pathway

Every year, the Being Human festival partners (the School of Advanced Study, University of London, the AHRC and the British Academy) make available funding to support festival activities under the Small Awards pathway.

Small Awards are designed to support creative and exciting festival activities that wouldn't run without financial support from the festival. Awards can be used to fund either a single event or a small series of activities that offer a very close fit with our ethos and with the festival theme.

As well as being impactful in their local area, Small Award funded activities add significant value to the festival programme as a whole: as eye-catching 'best practice' activities. Activities are typically built around a strong 'hook', and are ambitious and creative whilst still well thought-through and achievable.

Examples of activities funded under this pathway over the past four years can be seen in the [case studies](#) section of our website. Activities have spanned numerous formats – from specially-convened wrestling matches to recreations of historic protest marches, to H.G Wells-inspired 'Martian Autopsies'.

## What support is on offer?

In 2018, funding is available to allow Higher Education Institutions (HEIs) and AHRC recognised [Independent Research Organisations](#) (IROs) to bid for support of up to £2,000 under this pathway.

Grants are competitive. Being Human has a limited amount of funding to award each year and, whilst £2,000 is the maximum that can be applied for, there is no need to bid to this upper threshold.

In addition to funding, organisers under this pathway will have access to the support and resources offered to all participants in the festival. This includes:

- guides to promoting your event that contains marketing advice as well as template press releases;
- 'best practice' [case studies](#) containing hints and tips to delivering successful festival activities;
- copies of Being Human print and digital materials geared towards promoting the national festival as a whole;
- templates that will allow you to produce your own marketing materials (posters, banners, digital and power-point templates etc.);
- support from the central Being Human social media accounts;
- access to other marketing materials (e.g. banners and badges) to promote your activity.

Being Human organisers also have access to specially arranged training events, and may be invited to take part in centrally organised festival activities. We also have a 'Being Human Organisers' Facebook group which allows organisers to talk to each other directly.

## What formats are suitable?

We encourage applicants to build their proposed activities around tried and tested formats, with a creative twist for the festival. Successful formats have included (but are not limited to):

- performances: events featuring creative elements of performance that are relevant and help meaningfully to illustrate topics (e.g. screenings with live accompaniment, performance lectures)
- feasts and festivities: activities involving food and drink (e.g. shared or themed meals, tastings, café encounters)
- workshops/ maker events - activities featuring a strong creative or hands-on aspect (e.g. creative writing, craft activities, cookery workshops, hacks)
- pop-up activities/exhibits: that engage a larger, passing audience (e.g. based in museums, galleries or in busy public spaces)
- participatory and project-based activities with a strong element of co-design from community partners
- exhibitions and installations (although it should be noted that exhibitions put together on a low budget are unlikely to be of professional quality and audience expectations need to be managed accordingly)

## Can I apply?

There are some restrictions around who can apply for Small Grants and eligibility criteria that do not apply to the Open Call pathway.

To be eligible for funding, activities must be:

- 1) led by a UK Higher Education Institution (HEI) or an AHRC recognised [Independent Research Organisation](#) (IRO), or cultural organisation in partnership with a HEI or IRO
- 2) have at least one HEI researcher in the humanities directly involved -- not only in planning but in delivering the event
- 3) demonstrate aspects of humanities research in ways that are entertaining, accessible and understandable for non-specialist audiences
- 4) have direct involvement from a humanities researcher
- 5) be free to attend
- 6) be held during the festival dates

Public talks and panel discussions are not normally fundable by Being Human unless they feature a very strong public engagement aspect (e.g. an innovative format or element of performance).

## What is funding for?

Funding is intended to support expenditure that cannot be easily absorbed into existing institutional budgets or found from other funding sources. For example, eligible costs include using funding to:

- Pay performers/musicians/artists who are not salaried members of staff but who will add significant value to an activity
- Pay for venue hire or for essential transport (e.g. hiring a coach for a bus tour)
- Pay for catering/consumables that are essential to the activity (e.g. for themed meals, tasting sessions, etc., but not receptions)
- Pay for essential equipment, props, etc.

Being Human cannot make any contribution to:

- Existing staff members' costs, whether academic or professional staff
- Catering, unless it is essential to the format of the event
- Supporting academic conferences and symposia, or any event that has been clearly designed primarily for the benefit of the humanities research community.

Funding is also not intended to 'top up' or upscale events that would happen anyway and which have not been specially planned for the festival.

## What criteria are applications judged against?

When making awards, the review panel will be assessing the proposal's capacity to:

- fit closely with the festival's core aims and objectives
- respond in an engaging and creative way to the festival theme, 'Origins and Endings'
- respond to the interests of a clearly defined, non-specialist audience
- be staged at a suitable time and in a suitable venue to reach that audience
- engage with a carefully chosen cultural or community partner
- be well thought through and achievable within the budget and timeframe
- be impactful and engage a significant number of people
- add value to the festival programme as a whole, either as a particularly eye-catching piece of programming or as an activity that is a particularly close fit with the festival's objectives and priority areas.

You will significantly reduce your chance of being funded if proposed activities:

- have only a tenuous link to humanities research;
- are not designed to appeal to a non-specialist audience;
- are not tailored to an audience's needs and interests;
- have the capacity to engage only a small number of people (e.g. under 50);
- work with subject matter that is niche and not rendered accessible;
- have venues that have not been carefully chosen, or are inaccessible;
- are planned in a timeslot that is not accessible for the intended audience;
- are unlikely to fit in a public festival context (i.e. if subject matter is likely to be highly sensitive or emotionally triggering);
- are not deemed to be good value for money, or are thought likely to be able to run without funding from Being Human;
- are over-ambitious and at high risk of failure.

## Are there any priorities for funding?

In 2018 we are particularly keen to receive applications which demonstrate capacity to do one or more of the following:

- engage with BAME audiences
- reach genuinely disengaged or under-served audiences (e.g. audiences in areas of high deprivation or low educational attainment, areas without a university or with a sharp town/gown division). [HEFCE's map of youth participation areas](#) may be useful here;
- engage with people affected by disability;
- provide programming targeted at families and younger audiences;
- involve early career researchers in their planning, organisation or delivery;

Applications that reflect one or more of these priorities will be viewed favourably. However, activities will still be scrutinised for achievability, value for money, and the other core festival criteria above.

## Should I apply?

Small awards are competitive, and typically only around a third of applications are successful. Before applying, it is worth exploring other funding resources within your own institution which might enable your project to move forward, thinking carefully about whether funding is required and how much money is really needed. Some smaller projects might be better suited to the Open Call pathway.

Should you decide to apply, it is worth considering how much money you actually need. Excellent public engagement activities can be run on vastly varying budgets and there is no need to bid for the maximum amount available. For example, an award of £500 might be sufficient to cover performance fees for a one-off music-based event, or catering costs for a historically-themed meal.

If a Small Award application is unsuccessful, the festival team may contact you to ask whether it is possible for the activity to run in a less ambitious format on an unfunded basis.

**Further information about the festival and the level of support available in organising your activity is available in the [FAQs](#) section of our website.**

## About this pathway

Hub Awards are the largest and most competitive awards made by Being Human. Universities can apply for grants of between £2,000-4,000 under this pathway from funding made available by the festival's core partners (the School of Advanced Study, University of London, the AHRC and the British Academy).

Hubs are required to commit to support activities by means of additional funding and in-kind support, to at least match the value of the sum awarded.

Festival Hubs funded by these awards offer highly visible concentrations of best practice activity for the festival. They achieve this by providing particularly coherent, imaginative and/or eye-catching programmes of events that raise the festival's profile nationally as well as regionally.

In 2018 we are asking all applications for Hub awards to include one particularly high profile and/or large scale 'headline' event to act as an anchor to a series of activities. We will be offering successful applicants an opportunity to bid to have their headline activity featured as the festival's official closing event on Saturday 24 November.

## What support is available?

A limited number of grants of between £2,000-4,000 are available under this pathway.

Additionally, hubs will have access to resources including:

- guides to promoting your programme of activities that contains marketing advice as well as template press releases;
- 'best practice' [case studies](#) containing hints and tips to delivering successful festival activities;
- copies of Being Human print and digital materials geared towards promoting the national festival as a whole;
- templates that will allow you to produce your own marketing materials (posters, banners, digital and power-point templates etc.);
- support from the central Being Human social media accounts;
- access to other marketing materials (e.g. banners and badges) to promote your activity.

Hubs will play a slightly more central role in our communications strategy for the festival – for example there may be possibilities for Hubs to participate in Being Human media partnerships and opportunities. It is expected that possible Hubs would be open to opportunities of this kind and would provide contacts who can respond quickly to any opportunities arising.

Hub coordinators may be invited to meet with the Being Human team at agreed points during the development of their festival programmes. These meetings (which can be via phone/Skype) will provide opportunities to discuss and develop ideas for collaboration, for example around communications strategies, which will be of benefit both to Hubs and to the Being Human festival as a whole.

For the first time, we will in 2018 also be offering an opportunity for Hubs to bid to have their headline activity act as the festival's official closing event on Saturday 24 November.

## What format should hubs follow?

Festival hubs can take various forms, from a tightly-curated series of activities brought together around a strong, specific theme, to a programme with very strong links to a specific place or community, to a broader, university-wide series of activities.

We do not necessarily expect or encourage Hub Award holders to attempt to organise mini regional festivals as such. Instead, what we are looking for is a number of activities (typically 5-8) that significantly enhance the festival programme and offer an exceptionally close fit with our mission.

Successful hubs provide:

- Programmes that embed the Being Human aims and objectives in a strong local context which is appealing to local audiences and relevant to local research strengths.
- Programmes that encourage and support effective local partnerships which have the potential to create legacies beyond Being Human.

## What do you mean by a 'headline activity'?

This year, for the first time, we are making it a requirement that hubs programmes build in one headline event that has a large capacity and/or a particularly inventive and eye-catching format. This will help to provide a focus for programming and to distinguish Festival Hubs from areas where there simply happens to be a lot of individual Being Human activities.

Examples might include:

- a museum late style event involving multiple researchers
- a large capacity performance lecture event
- a particularly innovative and or/high profile activity in any appropriate format with a capacity of 100+

## Can I apply?

Any UK university can apply to be a Festival Hub. Due to difficulties in coordinating branding and inter-university communications, however, we are not in 2018 inviting joint applications from partnerships or groupings of universities – although of course universities can collaborate on specific activities within hub programmes.

As well as responding to the festival theme of 'Origins and Endings', Hub programmes should include:

- one large scale or particularly eye-catching headline event
- at least one activity exploring issues relating to health and wellbeing
- around 5 smaller thematically-related events
- at least one activity aimed at families or younger people
- one or more activities aimed at BAME audiences or one or more activities aimed at an under-served community within the local area
- Capacity to match fund to at least the value of the award

## What criteria are applications judged against?

Hub applications will also be judged according to:

- quality and originality of individual events and overall programme
- overall programme's fit with the festival's core aims and objectives
- overall programme's fit with the festival theme, 'Origins and Endings'
- evidence fit between planned activities and intended audiences
- evidence that issues of accessibility have been considered across venues
- evidence of institutional 'buy in'
- evidence of support from any cultural or community partners
- value for money and capacity to engage a significant number of people (including potential for media interest)
- evidence of achievability and team capacity to deliver the project

Shortlisted applicants may also be invited to take part in an interview – which can be conducted via Skype – with the festival team. This is to allow an opportunity to explore the application in greater depth and address any questions raised by the assessment panel.

If an application for Hub status is unsuccessful, Being Human may offer to fund parts of the proposed programme with a Small Award.

## What is funding for?

Funding is intended to support expenditure that cannot be easily absorbed into existing institutional budgets or found from other funding sources. For example, eligible costs include using funding to:

- pay performers/musicians/artists who are not salaried members of staff but who will add significant value to an activity;
- pay for venue hire or for essential transport (e.g. hiring a coach for a bus tour);
- pay for catering/consumables that are essential to the activity (e.g. for themed meals, tasting sessions, etc., but not receptions);
- pay for essential equipment, props, etc.

Being Human cannot make any contribution to:

- existing staff members' costs, whether academic or professional staff.
- catering unless it is essential to the format of the event.
- supporting academic conferences and symposia, or any event that has been clearly designed primarily for the benefit of the humanities research community.

## Are there any priorities for funding?

Funding for Hubs is prioritised outside London and the South East. London-based universities are welcome to apply this year, but it is anticipated that very few hub awards will be made within the capital. If you are at a HE institution based in or near London it may be worth contacting the Being Human team for an informal chat about eligibility and chances of success before submitting an application.

## Should I apply?

Delivering a project on this scale is a significant amount of work, and is not to be undertaken lightly. A frequent comment from organisers who have received Hub Awards in previous years has been that they have been surprised by how much work is involved. It is therefore essential that you consider realistically before putting in an application whether you will have the necessary support in place to see the project through should a funding bid be successful.

It is worth asking yourself:

- will you have the time, on top of existing commitments such as teaching, research, other professional projects etc., to oversee delivery and evaluation of a number of ambitious festival activities?
- do you have previous experience of delivering public engagement activities? It is important to understand that this will involve a lot of admin, as well as work on promoting and evaluating the programme on top of delivering it
- will you be able to draw upon the support of public engagement, events, marketing and other professional teams within your organisation in order to deliver a successful programme?
- do you have existing and tested relationships with the cultural or community partners you would like to work with? Will they help you reach your intended audiences?
- have you spoken to these partners before putting in an application? Do they share your vision and enthusiasm for the project?
- why do you want to run a Hub? Successful Hubs in previous years have carefully aligned their Being Human programmes with broader strategic objectives and priorities, which offer a longer term pay-off for the amount of work involved

We strongly recommend that anyone proposing to organise a Hub should put in place support from experienced events and public engagement colleagues, rather than relying on PhD students or on academic staff with competing priorities. This team capacity will form part of the judging criteria.

**Further information on the level of support available in organising your activity is available in the [FAQs](#) section of our website.**